PLAYER'S NAVY CUT CLUB PROGRAM
EVENT RECAP

Market:	San Francisco
Account:	Paradise Lounge
Date/Time of Promotion:	March 17, 1995 - 8:30pm-12:30am
Number of Surveys Completed:	8
Number of Consumers at Event:	100

Manager Comments:

The crowd was light due to it being St. Patrick's Day.

Consumer Comments:

A consumer commented on the "very cool packaging" and was excited about getting a free poster in the mail.

Suggestions:

Due to the fact that it was St. Patrick's Day, green items would have probably helped in getting peoples attention.

Product Notes:

Approximately 3 cartons were sold during promotion.

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Source: https://www.industrydocuments.ucsf.edu/docs/htnm0004